



D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
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SENT VIA E-MAIL

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Lori MacWilliams	Steve Callaghan
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SUBJECT: 1999 Winston Cup & Winston Drag Materials

Attached you will find a spreadsheet titled (99 needs.xls), which lists all of the Winston Cup and Winston Drag events. The date of the events are the 1998 schedule dates.

You will note there are two blank columns on the spreadsheets, one column heading is "Cup POS Kit SKU's 1999 Needs", and the other is "Promotion 20 per SKU 1999 Needs". Obviously, what we are looking for are our projected needs on these items to support your 1999 events. When projecting your needs, please consider the following:

- The Cup Kit contains: One 25' pennant rope, one 9' x 3' Cup schedule banner, one 10' x 3' racing banner.
- The Drag Kit contains: One 25' pennant rope, one 9' x 3' Drag schedule banner. The Winston Drag spreadsheet contains one additional column, which is headed "Pack Swap Paster Eaches 1999 Needs". This paster is used at retail to announce the Winston pack-swap program for racing merchandise at the upcoming event.
- The 1999 promotion will not be a premium offer, due to premium restrictions in place in Minnesota, Texas, Mississippi and Florida. The offer could potentially be a bounce back type offer with a race car display.

Additionally, please include any ideas or suggestions you may have on pieces to be included in the support kits, or on the promotion.

I would appreciate you returning your needs on the spreadsheet to me on or before 6/25/98. Sorry for the short notice, but this information needs to be sent to the brand for 1999 planning so it can be included in their budgets.

Don
98083DF/di
c: RSM's

*C/PTA/Workplan/Process
99 needs*

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99 Cup

	Region	Race	Location	Date	Cup POS Kit 1998 Allocations	Cup POS Kit SKUs 1999 Needs	Promotion 20 per SKU 1999 Needs
2300	Florida	Daytona 500	Daytona	2/15/98	300		
2100	Winston-Salem	Goodwrench 400	Rockingham	2/22/98	114		
5100	N. California	Las Vegas 400	Las Vegas	3/1/98	114		
2200	Atlanta	Primestar 500	Atlanta	3/8/98	118		
2100	Winston-Salem	TranSouth 400	Darlington	3/22/98	114		
2100	Winston-Salem	Food City 500	Bristol	3/29/98	114		
2600	Dallas	Texas 500	Dallas	4/5/98	114		
2900	Richmond	Goody's 500	Martinsville	4/19/98	114		
2200	Atlanta	DieHard 500	Talladega	4/26/98	114		
5400	S. California	California 500	Fontana	5/3/98	114		
2100	Winston-Salem	Coca-Cola 600	Charlotte	5/24/98	300		
1300	Philadelphia	MBNA Platinum 400	Dover	5/31/98	114		
2900	Richmond	Pontiac 400	Richmond	6/6/98	114		
6700	Detroit	Miller Lite 400	Brooklyn	6/14/98	114		
1600	Buffalo	Pocono 500	Pocono	6/21/98	114		
5400	S. California	Save Mart 300	Sears Point	6/28/98	114		
2300	Florida	Pepsi 400	Daytona	7/4/98	120		
1600	Buffalo	Jiffy Lube 300	N.H. International	7/12/98	120		
1600	Buffalo	Pennsylvania 500	Pocono	7/26/98	120		
1800	Cincinnati	Brickyard 400	Indianapolis	8/1/98	300		
1600	Buffalo	Bud at the Glen	Watkins Glen	8/9/98	120		
6700	Detroit	Devilbliss 400	Michigan	8/16/98	120		
2100	Winston-Salem	Goody's 500	Bristol	8/22/98	120		
1600	Buffalo	New Hampshire 300	N.H. International	8/30/98	120		
2100	Winston-Salem	Mountain Dew 500	Darlington	9/6/98	300		
2900	Richmond	Exide Select 400	Richmond	9/12/98	120		
1300	Philadelphia	MBNA Gold 400	Dover Downs	9/20/98	120		
2900	Richmond	NAPA 500	Martinsville	9/27/98	120		
2100	Winston-Salem	UAW-GM 500	Charlotte	10/4/98	120		
2200	Atlanta	Winston 500	Talladega	10/11/98	300		
5800	Houston	Dura Lube 500	Phoenix	10/25/98	120		
2100	Winston-Salem	AC Delco 400	Rockingham	11/1/98	120		
2200	Atlanta	NAPA 500	Atlanta	11/8/98	120		

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